

PROJECT NUMBER: 2304, 2305, 4015  
PROJECT TITLE: New Product Development  
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PERIOD COVERED: June, 1988

I. MARLBORO/MARLBORO LIGHTS MENTHOL

- A. Objective: (1) Develop Marlboro Menthol to appeal more to Salem smokers. (2) Develop a Marlboro Lights Menthol brand extension to appeal to Salem Lights smokers.

- B. Status: National retail sales in progress since 2/1/88. Menthol monitoring continues.

Specification changes on Marlboro LTS packings to allow 1X menthol addition to the filter went into production in June.

Marlboro Menthol K.S. cigarette paper was changed from 16 sec. to 12 sec. to adjust the tars to target. Effective the first of June.

POL tests #2148 (Salem Lights vs Marlboro Lights Menthol) and #2149 (Salem Lights vs Marlboro Lights Menthol with 1X menthol in filter) have closed out and results will be available early in July.

Phase II testing of techniques to stabilize menthol deliveries during aging continues. This testing includes "heat" setting of menthol in cellulose acetate and supplemental release of menthol via PVA menthol encapsulations. The results from "heat" setting the filter show an increase in the stability of menthol delivery, however, the initial delivery of menthol is lower. The results from the PVA study are being analyzed. Follow-up Phase III testing is planned for the third quarter.

C. Plans:

Complete replicate POL's 2148-49	7/88
and HTI 1719	
Monitor National Prod. Start-up	On-going
Special Studies (complete)	7/88
Phase III Special Studies	3rd Qtr. '88

II. MARLBORO ULTRA LIGHTS

- A. Objective: To develop 85/100 mm Ultra Low (6 mg) candidates for Marlboro line extensions.

- B. Status: The 85mm and 100mm vs MUL POL tests (#4424 and #7164) are in the field and results are expected by mid-July.

A revised Half Pint blend has been recommended by the Leaf Department to conform with current operating blends. Models are being made with casings only in Semi-works.

C. Plans:

Complete POL testing vs MUL	7/88
Test Market	4th Qtr. '88.

III. PROJECT TRIM (Ultra Slim)

A. Objective: To develop 17 mm circumference/100 mm Ultra Slim product candidates.

B. Status:

TRIM I:

POL testing of Louisville produced Product vs Capri scheduled for both regular and menthol prototypes. Cigarettes for the regular test were shipped and results are expected in mid-July. Menthol cigarettes scheduled to be made in Louisville the week of 7/18/88.

TRIM IV: (Low Sidestream)

Non CMC cigarette paper chosen for Elan and B&H Select ad/pack tests. Both are in the field. Elan has white tipping and B&H Select has cork tipping.

Currently, we are investigating new cigarette papers in order to achieve greater sidestream visibility reduction. Four papers are being evaluated the week of June 27 by an internal PED panel.

Regular and menthol POL cigarettes for TRIM I vs TRIM IV testing will be made in Louisville the week of July 18, 1988.

Lowest acceptable OV and menthol equilibration studies have been initiated.

C. Plans:

TRIM POL's vs Capri - Regular Results	7/15/88
Menthol - Make cigarettes in Louisville	mid-July
TRIM I vs TRIM IV POL's	mid-July
(Make cigarettes in Louisville)	
Test Market Specifications	8/88
Salesman Samples	8/88
at sales meeting	
Factory Start-Up	8/88
Test market (retail)	10/88

IV. PROJECT ART

- A. Objective: To investigate methods to decrease the nicotine content in tobacco. To develop full-flavored, ultra low, and light products using the low nicotine tobacco products.
- B. Status: Refined prototypes at 6,8,11, and 16 mg tar using the "DL" blend have been made and are under analytical and subjective evaluations.

Internal extended use testing vs Marlboro Lights in progress. Results are expected by mid-July.

Product Development will continue to concentrate on "Merit" and "Marlboro LTS" direction as well as a "free-standing" menthol.

The use of citric acid on stems looks promising. Work is continuing on different casings and AC's for both menthol and nonmenthol ART products.

C. Plans:

Product/Flavor Development	On-going
Internal Testing	7/88
Test Market ?	1st Qtr. '89

V. PROJECT NATURALA. Objective:

## Phase I

To develop "All Natural" cigarette candidates with no additives to the tobacco.

- B. Status: PMI production began 5/17/88 at Stockton Street. Cigarettes were placed on hold because of high levels of spotting. Further primary processing changes are under investigation.

Phase I POL testing of three Natural blends at 8-9mg. tar are in progress. Cigarette samples were made 6/13/88 but were too low in tar. Remaking models week of 6/27/88. POL's will be run the week of 7/11/88.

Recessed POL testing will begin July/August. Flavor models for Phase II were made and awaiting subjective evaluation.

C. Plans:

Monitor PMI production start-up	In progress
8-9 mg POL testing	7/88

VI. PROJECT EXTRA

- A. Objective: The development of 4-8 mg product candidates that have the subjective taste of products with twice the tar.
- B. Status: CR chemicals continue to be subjectively evaluated. Requested and obtained Phase III clearance on CR 2085. This material is presently being evaluated for optimum use level. Requested and obtained Phase III clearance on CR 2643, which is being evaluated in a number of projects as a sweet flavor enhancer.

C. The evaluation of six casings for the all laminal blend in a low density rod configuration was completed. Plans for the use of low density rods and filter design are being discussed. Program will be developed.

C. Plans:

Evaluate paper/ca filter variability	3rd Qtr. '88
Evaluate alternate filters	On-going
Complete draft of puff profile status	June/July 1988
Review low density rod program	On-going

VII. Project 202

- A. Objective: To develop a 2-3mg "Merit-type" cigarette.
- B. Status: This is a spin-off of the Extra Project.

At this time, three monadic POL tests are schedule for production. These tests are as follows: 1) #0158 - modified Half Pint blend with 25% expanded, Half Pint casings and AC, paper/CA dual filter, and white tipping; 2) #0159 - same as #0158 except it will have cork-on-white tipping; and 3) #0160 - PMSL blend with PMSL casings and AC. These POL tests are all scheduled for shipment in July.

Paper filter components from Intertaba have been received and will be used for the POL tests. Paper filters from Filtrona have been requested and will be evaluated when they arrive.

Also under evaluation are an All Natural blend and a 50% expanded blend.

C. Plans:

Ship POL Tests	7/88
Evaluation of Filters and Blends	On-going

**VIII. PROJECT VALUE ENTRY**

A. Objective: To develop products to compete in the Value Entry Categories

B. Status:

Alpine

Test market in progress. Ad/pack testing of 85 and 100 mm Full Flavor versions in progress. HTI testing (5079/10145) of Alpine Lights vs Salem Lights were remade the week of 6/6/88 and are awaiting subjective screening. Analyticals were acceptable.

Target

Follow-up (Phase III): POL testing using a special blend and AC was made the week of 6/6/88. This testing is vs Cambridge and includes both full flavor and Lights models. Awaiting analytical and subjective approval.

C. Plans:

Complete Phase II Target POL's  
Test Market

8/88  
4th Qtr. '88